

**APPENDIX A
TO
COMMENTS OF STARZ ENCORE GROUP LLC**

For Release:

August 19, 1999

Buena Vista Television and Encore Media **Group** Sign New Long-Term **Output**
Deal For Theatrical Releases

ENGLEWOOD, Colo., August 19, 1999 -- Buena Vista Television (BVT), a unit of The Walt Disney Company, and Encore Media Group have signed a new, long-term licensing deal for up to 10 years for all theatrical releases from Touchstone, Hollywood Pictures, Miramax and Dimension labels for all present and future Encore Media Group managed and controlled pay TV services.

The deal covers theatrical releases from January 1, **2003**, through December **31**, 2006, with incentives provided to Disney to extend the relationship through December 31, 2012, and dovetails with Encore's existing BVT pay TV license agreement for theatrical releases, which goes through December **31**, 2002. The agreement is estimated to deliver more than 40 pictures per year. In addition to the exclusive pay TV rights, Encore was granted the right to offer a subscription-on-demand service to its cable and satellite subscribers.

"With our existing pay TV deal, Encore has proved to be a terrific partner, and we're thrilled to have extended our relationship," said Mort Marcus, president, Buena Vista Television. Marcus continued, "The new deal shows the continued strength of the pay TV business and its importance to our company. **As** both companies grow and the

world changes, we're continually adjusting our vision to accommodate the future, and this agreement is one that gives **us** the flexibility we look for in a long-term pay TV deal."

"Quite simply, Buena Vista Television is a great partner," said John J. Sie, founder, chairman and CEO of Encore. "They've been a core partner of our business from the start and we're excited that, with Hollywood/Touchstone and Miramax/Dimension, they have grown to have the muscle of two major studios. They've been immensely supportive in allowing us to try innovative programming strategies, and we're particularly excited to add Dimension to our line-up."

Buena Vista Television is an industry leader in pay TV. **BVT** also is a top provider of syndicated television programming, with hits that include the enormously popular "LIVE with Regis & Kathie Lee," the off-network megahit "Home Improvement," the upcoming six-days-a-week "Disney's One Too" animated programming block and several of syndication's top-performing movie packages.

Encore Media Group is the largest provider of cable and satellite-delivered premium movie networks in the United States, currently counting more than 50 million pay units through its ownership of 13 domestic channels, including STARZ! and its theme channels, the New Encore and thematic channels such as Westerns, Mystery, Action, Love Stories, True Stories and **WAM!**. Encore is a wholly owned subsidiary of Liberty Media Corporation (NYSE: LMG.A and LMG.B).

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For Immediate Release

DIRECTV To Test Starz On Demand SVOD Service on DIRECTV® Receivers with TiVo

**Stan Encore Group Conducts First Trial
Ever Of Subscription Video-On-Demand
on a Direct Broadcast Satellite Platform**

El Segundo, Calif., Englewood, Colo., and San Jose, Calif. – May 23, 2002 – DIRECTV, Inc., Starz Encore Group, a wholly-owned subsidiary of Liberty Media Corporation (NYSE: L, LMCb), through its wholly-owned subsidiary SVOD LLC, and TiVo Inc., will together take a pioneering step forward for direct broadcast satellite (DBS) TV by jointly testing the first ever application of consumer-friendly subscription video-on-demand (SVOD) service in the DBS and digital video recording (DVR) environments.

The companies have signed agreements that call for a test of the Starz On Demand SVOD service. Beginning this summer, DIRECTV customers with a DIRECTV® Receiver with TiVo technology who subscribe to the Starz Super Pak, will have access to a selection of feature films automatically delivered by satellite to their receivers. Films like *Jurassic Park III* and *Pearl Harbor* will be available "on demand" for viewing any time, as often as those consumers want, with the full DVD-like capabilities of the TiVo service such as pause, fast forward and rewind. For the duration of the test, customers with a DIRECTV Receiver with TiVo who subscribe to the Stan Super Pak will receive the SVOD service, when activated, free of charge.

The test will explore a wide range of both technical and marketing issues from software development and on-screen navigation to marketing tactics. Similar to Starz On Demand in the cable environment, the films will be refreshed regularly and represent the best titles from the Stan Super Pak schedule.

Subscription video on demand (SVOD) lets consumers choose from a menu of on-demand video programming without paying an upfront fee for each program. Championed by Starz Encore to the television industry since 1999, with SVOD consumers simply pick from the video menu, watch on-demand as much as they want, as often as they want and with full DVD-like capabilities.

"DIRECTV's trial of the Starz On Demand service is a logical step in bringing compelling new services to our customers through our advanced platforms," said Brad Beale, sr. vice president, advanced products and new media, DIRECTV, Inc. "Our ability to store and manage video, audio, data and other digital content in the home combined with a national satellite footprint provides DIRECTV the opportunity to develop and deliver the advanced digital services our customers will demand."

'As technology advances, innovative services like Starz On Demand will reach consumers in a variety of ways, including DBS, which already reaches a very large audience for our linear service, the Starz Super

Pak," said Leslie Howard, senior vice president, new media of Starz Encore Group. "The powerful combination of subscription pricing, on-demand availability and marquee content from big hit movies will drive the SVOD technology forward on DBS, and this test will lay the important groundwork."

TiVo developed the technology that makes it possible to deliver Starz On Demand to customers with a DIRECTV Receiver with TiVo. The current DIRECTV® Receiver with TiVo is an integrated product that allows consumers to personalize their viewing experience among the more than 225 digital-quality channels available from DIRECTV. With this product, the TiVo technology allows viewers to easily find and schedule their favorite television shows automatically and record video content without the use of videotape.

"This new SVOD service is another example of how TiVo enables the innovative delivery of interesting, quality entertainment content," said Brodie Keast, senior vice president and general manager of the TiVo service. "Starz On Demand is taking a step forward in the use of TiVo technology in the home and we are excited to provide the technology to launch this important test on the DIRECTV platform."

Starz On Demand is an enhancement to the Starz Super Pak, which provides impulse viewing of Stan Super Pak movies with full "DVD-like" functionality for a simple, flat monthly charge and no fee per view. Starz On Demand features hit and classic Hollywood movies every month, selected from titles shown across the Starz Super Pak, Starz Encore Groups collection of up to 12 distinct digital movie channels. For more information on Starz On Demand, and to view customized versions of the interactive Starz On Demand experience as seen in current market deployments, please visit www.starzondemand.com.

Upcoming in 2002, Stan On Demand will offer blockbuster titles including *The Lord of the Rings: The Fellowship of the Ring*, *Black Hawk Down*, *Rush Hour 2*, *Pearl Harbor*, *Jurassic Park III*, and *The Fast and the Furious*. Hollywood studios supplying films to Starz On Demand include Disney, Universal, Sony, New Line, Revolution Studios, MGM, Universal, Samuel Goldwyn Films, and STARZ Pictures?

About Starz Encore Group

Starz Encore Group LLC (Starz Encore) is the largest provider of cable and satellite-delivered premium movie channels in the United States, owning 15 domestic channels with approximately 121 million pay units. Starz Encore offers the Starz Super PakSM, with up to 12 digital movie channels, and Stan On DemandSM, the first premium Subscription video-on-demand (SVOD) service. Starz Encore is a wholly owned subsidiary of Liberty Media Corporation (NYSE: L, LMCb), www.starzencore.com.

About DIRECTV

DIRECTV is the nation's leading digital satellite television service provider with more than 10.5 million customers. DIRECTV and the Cyclone Design logo are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. HUGHES is the world's leading provider of digital television entertainment, broadband services, satellite-based private business networks, and global video and data broadcasting. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings attributable to the General Motors Class H common stock (GMH). For more information, visit www.DIRECTV.com.

About TiVo

Founded in 1997 with the mission to dramatically improve consumers' television viewing experiences, TiVo is the creator of and undisputed leader in television services for digital video recorders (DVR). TiVo's leadership has defined and inspired the entire category earning the company patents for pioneering inventions associated with DVR software and hardware design. TiVo was the first to deliver on the promise of consumer choice and control over TV viewing, building a loyal and passionate subscriber base with over 97% of customers recommending TiVo to a friend. This enthusiasm has contributed to overwhelming growth over the past year, bringing the total subscriber base to exceed 380,000. TiVo is headquartered in San Jose, CA. Revenues for the twelve months ended January 31, 2002 were \$19.4 million. Additional information can be found at <http://www.tivo.com>.

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For Immediate Release

ENTERTAINMENT WORLD GOING TO ON-DEMAND AND SUBSCRIPTION

Starz Encore Chairman Sie Foretells Subscription Movie Services Immediately Following

Theatrical Release – Full Competition to Video Store

Predicts Robust VOD Cable/DBS vs. Cable Modems/DSL Competition

Rich Programming Enhanced with Improved Convenience and Control Through On-Demand Technologies Will Be Key to Future Revenue and Market Share Successes

New York, NY (Forrester Summit) September 30, 2002 – "Entertainment On-Demand" centered around television will become a reality for Americans, but its ultimate success and breadth of deployment will be tied to the availability of rich entertainment content with an appealing subscription-pricing model in the digital and broadband environments. That prediction came from Stan Encore Group Founder, Chairman and CEO, John J. Sie, who provided the opening keynote address at today's Forrester TV Summit - "Television's On-Demand Transformation." Sie went on to categorize entertainment on-demand in three ways: information, transactional, and entertainment, which he said must be compelling, attractive and easy to use if entertainment on-demand is to gain wide acceptance in American households.

Sie outlined the next quantum jump: on-demand video services giving consumers ultimate control of their TV viewing with a monthly fee subscription model. He added that the appeal of high demand content would drive the take rate of cable modems and DSL service. "People would rather pay a single monthly fee for their movies on demand or sub niche stand alone programming than pay each time they use the service. The experiences of the cable and satellite industries, and many other proven 'on demand business models' such as AOL, have shown that monthly subscription business models are far superior to their transactional counterparts. Starz Encore, with our symbiotic linear Stan Super Pak and subscription video-on-demand product (SVOD), Starz On Demand, and other premium services have been the initial drivers for SVOD."

"The powerful combination of subscription pricing, on-demand availability and marquee content from big hit movies makes the value to the consumer compelling," said Sie. "Research shows movies are the driver, but strong basic brands like Discovery, MTV and CNN can offer SVOD services as well. What can follow are other high interest, narrow SVOD services that will offer greater consumer control, something that analog and one-way digital platforms have been unable to do to date. While Stan On Demand remains the premier weapon for cable operators, the recent Starz On Demand announcement with DIRECTV and TiVo validates our historical protestations that VOD is not just cable technology."

Sie went on to point out that by the year 2007 there will be an estimated 52 million multichannel video households from both cable and DBS that have on-demand capability, and will be competing for superior VOD content with

approximately 50 million broadband households from cable modems and DSL. "People will pay the cost of having broadband at their home if broadband offers rich entertainment content that they control and enhances their television enjoyment. With SVOD and Stan On Demand, the ultimate winners are the consumers. Finally, there is the penultimate tool available to enable them to watch anything, from anywhere, to any place and at any time."

Sie noted that in early research, nearly three in four, or 74 percent of Starz On Demand users said that as a result of having Stan On Demand they would rent fewer videos and/or DVD's. "With great titles, such as *Rush Hour 2* and *Pearl Harbor*, Starz On Demand provides cable, DBS and broadband providers the killer app to repatriate the \$8+ billion per year that consumers still spend renting videos and DVD's. SVOD will break through the clutter, reach consumers, and give them the power to select movies and other programming on-demand with DVD-like control with no per-transaction fees and no trips to the video store."

About Stan Encore Group and Stan On Demand

Stan Encore Group LLC (Starz Encore) is the largest provider of cable and satellite-delivered premium movie channels in the United States, owning 15 domestic channels with approximately **126** million pay units. Stan Encore offers the Stan Super PakSM, with up to 12 digital movie channels, and Starz On Demand[®], the first premium subscription video-on-demand (SVOD) service. Stan Encore is a wholly owned subsidiary of Liberty Media Corporation (NYSE: L, LMCb), www.starzencore.com.

Starz On Demand is an enhancement to the Starz Super Pak, which provides impulse viewing of *Starz* Super Pak movies with full "DVD-like" functionality for a simple, flat monthly charge and no fee per view. Starz On Demand features over 100 hit and classic Hollywood movies every month, selected from titles shown across the Stan Super Pak, Starz Encore Group's collection of up to 12 distinct digital movie channels. For more information on Stan On Demand, and to view customized versions of the interactive Stan On Demand experience as seen in current market deployments, please visit www.starzondemand.com.

Upcoming in 2002, Stan On Demand will offer blockbuster titles including *The Lord of the Rings: The Fellowship of the Ring*, *Black Hawk Down*, *Rush Hour 2*, *Pearl Harbor*, *Jurassic Park III*, and *The Fast and the Furious*. Hollywood studios supplying films to Stan On Demand include Disney, Universal, Sony, Paramount, New Line, Revolution Studios, Miramax, MGM, Lions Gate, Artisan Pictures, Hallmark, and STARZ Pictures?

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FOR RELEASE:

Wednesday, December 4, 2002

**REALNETWORKS AND STARZ ENCORE GROUP TO LAUNCH ONLINE MOVIE
SUBSCRIPTION VIDEO ON DEMAND SERVICE ON BROADBAND**

**Starz On Demand@on RealOne With New Hit Movies Offers Compelling Content
To Drive Online Broadband Use**

**RealVideo® 9, RealOne™ Player and RealNetworks® Digital Rights Management Enable
Breakthrough Consumer Service**

Service Will Offer High-Quality, Easy-To-Use, Legal, Reasonably-Priced Way To Download Films

Anaheim, Calif., Broadband Plus Show, - December **4, 2002** -- RealNetworks, Inc. (Nasdaq: RNWK) and Starz Encore Group LLC announced today they will launch Starz On Demand, a broadband-based online subscription video on-demand (SVOD) movie service featuring new hit movies. Slated to offer more than 100 unique movie titles a month, Starz On Demand will be available to consumers across the U.S. through RealNetworks' RealOne platform and subscription service.

"We're very excited that by using state-of-the-art encoding and secure digital rights management technology, coupled with a robust and growing retail distributor like RealOne, consumers across the United States can view very high quality Starz On Demand movies on their PCs or TV sets via the RealOne Player," said John J. Sie, founder, chairman and CEO of Starz Encore Group. "With our emphasis on theatrical movies, now all on demand for a low monthly fee, this service will fuel the growth of broadband, particularly cable modem sales."

"We are delighted to launch this broadband-based online subscription video-on-demand movie service with Starz Encore to bring great movies to broadband users, including RealOne subscribers," said Rob Glaser, founder and CEO of RealNetworks. "We see today's announcement as a great next step for both our companies and for the entire broadband industry. Now the industry can distribute its valuable programming in new and innovative ways. With Realvideo 9 consumers get the highest quality video on the Internet; with

RealNetworks' Media Commerce Suite, content providers can be assured that their content is protected; and with the RealOne subscription platform, the industry gets a proven turn-key solution."

Will Help Stop Proliferation of Illegal Downloading and File Sharing of Movies

"I believe it's a critical time to move to stem the rapid proliferation of illegal and free downloading, or 'Napsterization' of movies," added Sie. "If we do not offer a high-quality, simple-to-use, legal means of downloading movies, piracy will erode the very core value of cable TV and direct broadcast satellite systems. It is the same situation as cable faced in the mid-1980's with the proliferation of C-band satellite dishes, where dish owners were receiving all basic cable channels for free. Imagine where cable would be today had those illegal activities been allowed to continue."

With Starz On Demand on RealOne, subscribers can select movies to download to their PCs from more than 100 unique movie titles a month, for on-demand presentation through the RealOne Player. The schedule of films on Starz On Demand on RealOne will be similar to those available via Starz On Demand on digital cable. Examples of current movie titles offered via Starz On Demand on digital cable include The Lord of the Rings: The Fellowship of the Ring, Black Hawk Down, Pearl Harbor, and The Fast and the Furious.

Starz On Demand on RealOne will be available to consumers who are subscribers to the Starz Super Pak® of regularly scheduled premium movie channels on cable or satellite. Starz On Demand on RealOne is scheduled to launch in the Spring of 2003, at which time pricing will be announced.

RealNetworks Technology Ensures High Quality and Security; Provides Robust Subscription Platform

Starz On Demand on RealOne will be created, delivered and viewed with RealNetworks' leading technologies. Movies will be encoded in Realvideo 9, which offers consumers the best Internet video experience through sharpness of picture and seamless motion.* RealNetworks' digital rights management solution, Media Commerce Suite, helps ensure that consumers have a seamless viewing experience while protecting the rights of content owners. With RealOne Player, consumers can watch the movie in full screen mode and enjoy play, rewind, fast-forward and pause controls. Consumers will also be able to watch the movie on their TV set for a high quality experience. The service will be delivered through RealNetworks' robust media subscription management platform, which also powers Internet subscription services for leading media companies such as CNN, ABC News and the National Basketball Association.

* The full Keylabs video comparison is available at
<http://www.keylabs.com/results/realnetworks/vidperf9.shtml>

ABOUT REALNETWORKS INC.

RealNetworks, Inc. is the global leader in Internet media delivery. It develops and markets software products and services designed to enable users of personal computers and consumer electronic devices to send and receive audio, video and other multimedia services using the Web. Consumers can access and experience audio/video programming and download RealNetworks' consumer software on the Internet at

<http://www.real.com>. Information on Realvideo 9, RealNetworks' digital rights management solution and other corporate information is located on the Internet at <http://www.realnetworks.com>.

RealNetworks, RealPlayer, RealJukebox and RealOne are trademarks or registered trademarks of RealNetworks, Inc.

ABOUT STARZ ON DEMAND AND STARZ ENCORE GROUP LLC

Starz On Demand is an enhancement to the Starz Super Pak®, which provides impulse viewing of Starz Super Pak movies with full "DVD-like" functionality for a simple, flat monthly charge and no fee per view. Starz On Demand will feature over 100 hit and classic Hollywood movies every month, selected from titles shown across the Starz Super Pak, Starz Encore Group's collection of up to 12 distinct digital movie channels. For more information on Starz On Demand, and to view customized versions of the interactive Starz On Demand experience as seen in current market deployments, please visit www.starzondemand.com.

Starz On Demand now offers a steady supply of blockbuster titles including, *The Lord of the Rings: The Fellowship of the Ring*, *Black Hawk Down*, *Pearl Harbor*, *The Fast and the Furious*, *Rush Hour 2*, and *Jurassic Park III*, as well as upcoming hits such as, *Monsters, Inc.*, and *Austin Powers in Goldmember*. Hollywood studios supplying films to Starz On Demand include Disney, Universal, Sony, MGM, Paramount, New Line, Revolution Studios, and Miramax.

Starz Encore Group LLC (Starz Encore) is the largest provider of premium movie services in the United States with approximately 134 million pay units. Starz Encore offerings include the Starz Super Pak, with up to 12 digital movie channels and about 800 movies per month, and Starz On Demand, the first premium on-demand subscription offering and the only on-demand pay TV subscription service available on cable, satellite, and broadband platforms. Starz Encore is a wholly-owned subsidiary of Liberty Media Corporation (NYSE: L, LMCb), www.starzencore.com.

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This press release contains forward-looking statements that involve risks and uncertainties, including statements relating to the availability of premium movies via the RealOne platform and future collaborative efforts by RealNetworks and Starz Encore Group. Actual results may differ materially from the results predicted. Factors that could cause actual results to differ from the results predicted include the risks associated with the acceptance and use of an online broadband-based movie subscription service by consumers, technological or licensing issues that affect the availability of Starz On Demand via the RealOne platform, and the adoption and growth of broadband. More information about potential risk factors that could affect RealNetworks' business and financial results is included in RealNetworks' annual report on Form 10-K for the year ended December 31, 2001, and its quarterly report on Form 10-Q for the period

ended September 30, 2002, and from time to time in other reports filed **by** RealNetworks with the Securities and Exchange Commission.



For Immediate Release

Starz Encore Group's DePrez Shares Early Subscription VOD Successes at Kagan VOD Summit

***Cites High Stan On Demand User Satisfaction and Digital Growth on Altrio, DIRECTV Platforms,
Attributes Performance to Superior Business Model/Marketing, User Interface***

New York, NY (Kagan VOD Summit), March 6, 2003 – Greg DePrez, vice president of subscription VOD for Stan Encore Group LLC (Stan Encore), shared early research findings and digital marketing success metrics for the past two days at the Kagan VOD Summit panel in New York. DePrez spoke on two panels at the two-day conference, held March 5-6, "SVOD: Making the Economic **Model** Pay Off," and "The User Interface: 1,200 Hours of Content on the Server and I Still Can't (Easily) Find Something to Watch."

On the opening day panel, DePrez discussed the optimum subscription VOD economic model, citing early successes Stan Encore has enjoyed with Altrio Communications in bundling **Starz On Demand (SOD)** with the complete Stan Super Pak (SSP) at a low monthly subscription price for all Altrio digital premium customers

DePrez shared that Altrio, a competitive broadband provider servicing customers in parts of the greater Los Angeles area, has seen a huge jump in new customer sign-ups and premium TV take-rates since the introduction of Stan On Demand as part of the video bundle.

"Thanks to the attractive packaging model and a compelling launch offer, Altrio is reporting an increase from a respectable 33% of its total digital customer base taking the **Starz Super Pak** with Stan On Demand bundle in October 2002 to approximately **52%** of digital customers taking it in January 2003, a 58% increase," said DePrez.

"The lesson to be learned here is that a simple video and on-demand bundle, effectively marketed by leveraging hit movie content from Hollywood with great titles, such as *Monsters, Inc.* and *XXX*, can be a winning formula for maximizing cable's ROI on VOD."

"The bundled model with effective grass-roots marketing tactics have also yielded impressive digital **growth**," said DePrez. "Altrio's overall digital subscriber penetration grew from just over

69% in October to in excess of 80% of total subscribers at the end of January - a true success story."

DePrez also shared some early results from the trial of Starz On Demand on DIRECTV DVR with TiVo (SOD on DIRECTV). "According to our December 2002 research, SOD on DIRECTV users are watching 3.9 Starz On Demand movies per month compared to 2.6 in October 2002 (an approximately 50% increase), with 75% attributing increased satisfaction with DIRECTV as a result of the service," added DePrez.

On the second day panel, focused on on-demand user interfaces, DePrez discussed Starz Encore's in-home research, where observers visited Starz On Demand customers to view them watching TV and selecting subscription video-on-demand movies. The subjects demonstrated that much about finding and selecting on-demand movies was confusing and not intuitive. DePrez commented: "We've learned we must simplify and brand the on-demand menus for consumers in order to assist them into adopting the new viewing paradigm. And we must build 'on demand' reminders into their linear viewing."

Starz On Demand is an enhancement to the Stan Super Pak, which provides impulse viewing of Stan Super Pak movies with full "DVD-like" functionality for a simple, flat monthly charge and no fee per view. Starz On Demand features over 100 hit and classic Hollywood movies every month, selected from titles shown across the Starz Super Pak, Starz Encore Group's collection of up to 12 distinct digital movie channels. For more information on Stan On Demand, and to view customized versions of the interactive Starz On Demand experience as seen in current market deployments, please visit www.starzondemand.com.

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